

Swing into Spring

Day of the Child Community Fair

Free family festival featuring information on children's services and resources. Health and literacy booths, free children's ID program, circus performers, live music, face painting, food and prizes. Join the fun on April 23, in Memorial Park at 373 Park Way from 11 a.m. to 3 p.m. Sponsored by the Chula Vista Community Collaborative and Chula Vista Child Care Commission. For more information, please call (619) 427-0376.

Festival Cinco de Mayo Don't miss the largest street fair in South County on May 1! Live entertainment on two stages, 300 craft and food booths, salsa recipe contest, and dancing from 10 a.m. to 5 p.m. in downtown Chula Vista, Third Avenue from E to G Streets. For more details, contact the Downtown Business Association, (619) 422-1982.

Cycle EastLake 2005 Get ready to ride on May 22! Recreational bike tours are 5, 12, 25 and 50-mile routes that begin and end at Chula Vista Community Park. Post-ride activities include a health and wellness fair, music and food. Interested riders can call the EastLake Company at (619) 421-3111 for more details.



Blast from the Past Car Show Over 100 classic cars and motorcycles will be on display at this weekly car show. Come enjoy the music, food and vendor booths. The show is located on Third Avenue in downtown Chula Vista from 5:30 p.m. to 8:30 p.m. every Wednesday evening from May to September. Sponsored by the South Bay Cruisers and the Downtown Business Association, (619) 422-1982.

Farmers Market Start the spring season off right and get those fruits and vegetables into your diet! Visit certified farmers markets to purchase fresh produce, flowers and specialty foods directly from the farmers in two Chula Vista locations:

Downtown Chula Vista, Third Ave. and Center. Every Thursday from 3 to 6 p.m.

EastLake Farmers Market, every Friday from 3 to 7 p.m. New, larger location. Call (619) 421-3111 for details. 🌸



Symphony, Smooth Jazz Headline 'Taste of the Arts'

A Pops-style concert by the San Diego Symphony. A smooth jazz performance by the trendy group Down to the Bones. Thirty artists demonstrating pottery-making, painting and sculpture. Puppets, clowns, hat making and hands-on activities for kids. One-of-a-kind artwork and jewelry for sale.

This lively mix of music, dance, arts and fun comes to town on May 15 for "Chula Vista's Taste of the Arts." Bayside Park—dramatically located on San Diego Bay—is the venue for this year's festival and the non-stop free activities are scheduled from 10 a.m. to 5 p.m.

"We invite all of our residents to sample 'Taste of the Arts'—one of the county's premier arts festivals," said Arts and Culture Coordinator Ric Todd. "This free, family festival highlights outstanding entertainment; exciting arts activities for adults and children; and professional art for sale ranging from pottery to paintings."



After a successful debut, the San Diego Symphony returns to "Taste of the Arts" on one of the three stages that also includes the spirited dance troupes Tango Alma and Pasacat Performing Arts Company, classical guitarists, and the Martin Luther King Jr. Gospel Choir.



Featured artists—demonstrating and exhibiting works of art—include Manuelita Brown, bronze sculptures; Joan Hansen, watercolors; Barry Parr, pottery; Sylvia Lizarraga, oil and acrylic paintings; Sinclair Stratton, acrylic animals/watercolors; Annika Nelson, children's book illustrator; and Kirsten Francis, printmaker.

Jugglers, giant puzzles, clay and painting are among the engaging children's activities offered by the Icarus Puppet Theater, Fern Street Circus, San Diego Museum of Art, San Diego Children's Museum and the Rad Hatter.

New to the festival this year is Art of the Written Word, with a poetry slam, multi-cultural story telling, and book illustrators and authors.

The Chula Vista Office of Arts and Culture presents the festival and major sponsors include the City of Chula Vista and the Port of San Diego. Watch the web site in the coming months at www.chulavistaca.gov/culturalarts for the entertainment schedule and list of participating artists. 🍷

The Hydrogen Highway

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the Honda FCX for two years. The City's Department of Conservation & Environmental staff will put the car through its paces while setting up commercial business recycling programs. Elected leaders will also take turns at the wheel, giving the high tech car plenty of exposure.

The Honda FCX is the world's first fuel cell car certified for regular commercial use by the U.S. Environmental Protection Agency and California Air Resources Board. With a range of 160 miles before refueling, and room for four people, the car is capable of reaching maximum freeway speeds.

Chula Vista, the southern most stop along California's hydrogen highway, has its own fueling station—an electrolyzer—already in place. It is the only city in the United States that can produce its own hydrogen from water using solar electricity and an electrolyzer. The closest hydrogen fueling station is located in

Orange County.

Recently, Chula Vista was honored for its hydrogen fuel cell demonstration project by the San Diego Regional Energy Office and the San Diego Regional Chamber of Commerce.

According to the Department of Energy, the City's hydrogen fueling station is the first in the U.S. Inside a 53-foot long trailer located at the Public Works Center, an "electrolyzer" separates hydrogen from water, compresses, and stores the hydrogen for future use. When the Honda FCX needs fuel, the driver pulls the vehicle up to the trailer, and hydrogen is piped into the car. The fueling station was funded by a grant from the U.S. Department of Energy and the California Energy Commission, and is designed to fuel up to three City buses.

Chula Vista has pursued alternative fuel technologies such as hydrogen, bio-diesel, compressed natural gas and hybrids to advance its commitment to the prevention of global warming, and to promote the development of a sustainable environment and economy that creates quality jobs for Chula Vista's future. 🌱

CHULA VISTA

SPOTLIGHT



City Council Stephen C. Padilla, Mayor
Patty Davis
John McCann
Jerry R. Rindone
Steve Castaneda

City Manager David D. Rowlands, Jr.

The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is www.chulavistaca.gov

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Chula Vista and the Hydrogen Highway

WHAT COULD BE BETTER for the environment than a car that produces water instead of carbon dioxide? Hydrogen fuel cell technology is making a splash in Chula Vista with the addition of the Honda FCX.

Chula Vista has become the first city in San Diego County and one of only three cities in the nation to add a hydrogen fuel cell car to its fleet of vehicles. City officials are leasing

Please see The Hydrogen Highway, inside

Lifestyle Center Has It All

WHERE WILL YOU be doing your holiday shopping in 2006? Count on spending some of your time and money at the county's newest regional shopping center—in Chula Vista. Construction of the brand new Otay Ranch Town Center—a center that will rival Fashion Valley in size and offer even more upscale shopping—is expected to begin this summer.

“Plans have been approved, and the project is on track,” said Jim Sandoval, the City's Director of Planning and Building. Grading of the site has already started and street improvements should be finished this spring.

The “lifestyle” center will be anchored by three large department stores and include more than 100 mall shops, a bookstore, specialty market and sporting goods store.

Does shopping make you hungry? Plan on eating at one of the six sit-down restaurants or counting calories at the food court. For entertainment, take in a movie at the 16-screen multiplex movie theater.

“Our residents won't have to leave Chula Vista for a quality shopping experience,” said Sandoval. “They will be able to do it



all right here in their own backyard. And they'll save time and gas shopping close to home.”

Unlike a traditional mall, the Otay Ranch Town Center is defined as a “lifestyle” center—an open air, pedestrian-oriented shopping experience. A main street runs the length of the center and features on-street parking and two large pedestrian plazas.

General Growth Properties, the developer of the center, is reluctant to divulge the names of its well-known tenants until leases are signed, but they *will* say interest from high-end retailers has been “very strong.”

The center's main street will be located off EastLake Parkway, south of Olympic Parkway and easily accessible from the new SR 125. 🐾

Urban Core News

PICTURE VIBRANT pedestrian-friendly neighborhoods where residents can walk to their favorite new restaurants, shops and artist studios. A plan to revitalize and shape the future of Chula Vista's urban core is underway and shifting into high gear.

The urban core is generally the northwestern part of the city (between I-5 and Del Mar Avenue and between C and L Streets) and includes the City's downtown. For several months, the City, with the help of the public, has been developing an Urban Core Specific Plan. A specific plan is a regulatory tool local governments use to implement their general plan and to guide development in a specially designated area.

Public participation plays an important role in defining the look,



character and lifestyle of the urban core. That's why a 19-member Advisory Committee was appointed by the City Council to help define the future of the area. And that's why residents and property owners have been engaged in a series of meetings and workshops on the urban core.

Their input resulted in a vision plan that outlines three focus areas: the Downtown Village, which roughly covers the existing downtown area; the Grand Boulevard, which extends along H Street; and the Promenade, which covers the gateway area closest to the I-5 Freeway. To learn more about the urban core, visit the City's Web site at www.chulavistaca.gov or attend the March 16 and April 13 Advisory Committee meetings, scheduled from 6-8 p.m. at the Police Department's community meeting room. 🐾

Around Town...

Staying In Touch

The most up-to-date city calendar and news is waiting for you on the Chula Vista website home page at www.chulavistaca.gov. The City has launched “e-Brief,” a monthly electronic newsletter, to give you the latest information on issues and projects in your community. In addition, the City Calendar lets you know about important meetings, public workshops and events.

Another way you can hear about major projects in the City is through our new Speakers Bureau. Members of the City Council and key members of the City's staff are visiting community forums and service club meetings to talk with residents and business owners. If you belong to a group that would like to host a meeting, please call the Office of Communications at (619) 691-5296.

Stay Cool with Shade Tree Give-A-Way

Do you want to save money on your energy bill? Reduce air conditioning costs by planting shade trees to protect your house from the heat of the sun. The best part is—the trees are free!



The San Diego Regional Energy Office, in cooperation with the City of Chula Vista and People for Trees, is giving away over 17,000 shade trees to local residents and K-12 schools throughout the county. Trees are full-sized and are offered in 20 varieties. Up to five trees are available per household.

The purpose of the program is to reduce the community's demand for energy. Shade trees cool homes, and cooler homes require less air conditioning. As a result, trees save energy! Trees also add character and appeal to neighborhoods, reduce storm run-off and improve local air quality.

For details, download the full-color informational program guide and tree-planting booklet (which includes an application) by visiting www.sdenery.org/uploads/Treebook_2004.pdf, or you can also request a hard-copy version by calling 1-888-831-8620.



Council TV

If you want to see your city government in action, just turn on your television! Every Wednesday following a Tuesday night City Council meeting, two local cable networks air the meeting within the Chula Vista city limits only. Tune in at 7 p.m. on Wednesdays to Cox Cable Channel 24 and Chula Vista Cable Channel 68. Agendas for the City Council meetings are posted to the City's website every Friday afternoon prior to a meeting. Go to www.chulavistaca.gov and click on “Council Agenda” under “Most Requested.”

Bridging the Language Gap

Hand-held multiple language translation devices, which the U.S. military uses in places like Afghanistan and Iraq, will be put to the test on the streets of Chula Vista. The federal government and the Chula Vista Police Department are working together to evaluate the use of the devices here at home—in local law enforcement.

One of the toughest challenges officers encounter in the field is bridging the language barrier. Good communication between police and witnesses is critical, especially in an emergency situation.

During the pilot project, CVPD volunteers will be trained to use two different devices. The City's police department is the first and only local police agency in the nation asked to assist the federal government in evaluating this technology.

Rapid Review

Are you applying for a permit with the Chula Vista Planning Division? Take advantage of Rapid Review, a new streamlined process that can save up to 30 days on permit applications such as conditional use permits, variances and architectural reviews.

When you make a Rapid Review appointment, your application and plans will be reviewed while you wait. For your appointment, bring your completed application form, supporting documents, and the required number of plans. Please invite your architect or engineer to accompany you to answer technical questions.

For your appointment, please call (619) 585-5621. 🐾

SR 125 Countdown and Survey Results

WHEN SR 125 SOUTH OPENS less than 18 months from now, a significant gap in San Diego's highway system will be filled. Motorists will be able to travel the 125 from SR 905 in Otay Mesa all the way north to SR 52 in Santee. The new connection will also give motorists convenient access to I-8 and I-15 North.

“We want the SR 125 South to be our customers' road of choice,” said Greg Hulsizer, Chief Executive Officer of California Transportation Ventures, the owners of the 12.3-mile toll road. “To make that happen, we're building a first-class highway—one that is scenic, convenient and puts the fun back into driving.”

CTV is reaching out to future customers through surveys, meetings and interviews with residents, commuters and business and community leaders. Hulsizer thinks it's important to know how motorists want the SR 125 South to work for them. Here are a few of the significant findings from surveys and interviews to date:

- Most believe the SR 125 South will relieve traffic congestion on roads and surface streets in Chula Vista, as well as on the 805.

- Customers will likely come from Chula Vista, Otay Mesa, East County, Mexico and Sorrento Valley.
- Future customers see themselves using the SR 125 South for commuting to and from work, traveling to shopping and entertainment venues, visiting family and friends, and taking trips.
- More than two-thirds of future customers say they will likely use FasTrak™—the electronic toll payment device currently in use on the I-15 and throughout California for paying tolls.

For more information about the project, please visit the SR 125 South Web site at www.sr125.com. 🐾



Home Sweet Home

WHAT DO 158 DOGS, 89 cats and 16 small companion animals have in common? All 263 pets found a family during the *Home 4 the Holidays* adoption campaign. The eight-week campaign was aimed at increasing adoptions from November through January. More families add a pet to their home during the holidays than any other time of year. “The campaign was a great success. Not only did the pets find quality homes, but we increased our exposure to the public and the media,” said Dr. Dorothy York of the Chula Vista Animal Care Facility. Kudos to residents who helped support this event and welcomed a furry friend into their family this year. 🐾



WHERE AND HOW do we want the city to be developed? And what can we do to ensure that our children have a future here?

Over the past three years, the City of Chula Vista, with the help of its residents, has been trying to answer those questions and more during its exhaustive General Plan Update (GPU) effort known as Chula Vista Vision 2020. At least 70 public meetings, thousands of volunteer hours and thousands of public comments have been part of the process.

Just released documents lay the foundation that will shape the development of the city for the next 20 years. The City's Draft General Plan Update and its Draft Environmental Impact Report are now available to the public for review.

The Draft General Plan Update will be brought before your City Council during a public hearing on March 22. Residents are encouraged to comment on the plan at a series of public meetings leading up to the hearing. Copies are available at the Planning and Building counter or online at www.chulavistaca.gov. For more information, please call the General Plan Update phone line at (619) 409-5486. 🐾